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making easier the import of machinery and other appliances on which her development is largely dependent. An item properly emphasized as of capital importance in trading with Russia, is the selection of agents, or agencies, to represent the foreign merchant or manufacturer. For Americans intending to enter the Russian trade, this point ought to be seriously—one might almost say prayerfully—considered. Business manners and methods in Russia are antipodal to those of America, and the wayfaring American exporter may readily go astray therein. To return to the book in hand, it is decidedly worth study. It is doubtful if any other on this subject in the English language is so full of good matter not otherwise readily accessible.

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INSURANCE

BLANCHARD, RALPH H. *Liability and Compensation Insurance.* Pp. xii, 394. Price, \$2.00. New York: D. Appleton and Company, 1917.

Under the above title is published a book of 286 pages of descriptive material, and 108 pages of an appendix. The main body of the book is divided into three parts: Industrial Accidents and Their Prevention; Employers' Liability and Workmen's Compensation; Employers' Liability and Workmen's Compensation and Insurance. The Appendices are made up of the New York Workmen's Compensation Law and policy contracts for this kind of insurance applying to a manufacturer's risks, together with an index.

In Part One, the author discusses the extent, character, and prevention of industrial accidents, and the results of accident prevention.

In Part Two are considered such subjects as the Law of Negligence, the defects of employer's liability, the historical development of workmen's compensation, together with a discussion of the legislation and legal questions which have arisen as a result of the enactment of these laws.

The subject matter of Part Three is concerned with the insurance under employer's liability and workmen's compensation legislation, including such subjects as the policy contract, the determination of rates, and the reserves to be held.

The author has very well selected his material, and the general brevity of the treatment is to be commended. It would, doubtless, have been possible for the author to have written a book of much greater length, but his treatment will supply all the legitimate needs for the class room or for the general reader who wishes to acquaint himself with the development of insurance of this character, as well as the kinds which are now in force.

It is well known that there are many unsettled questions in this field of insurance, for example, whether workmen's compensation should be supplied by private companies or directly by the state, or such questions as the determination of the rates. The author does not attempt to dogmatize on these mooted questions.

At the close of the chapters, there is given a list of excellent references. One wonders why it seemed advisable to the author to divide 286 pages of material into twenty-two separate chapters. Some of the chapter headings seem unfor-

tunate, as, for example, Chapter 9, Chapter 10, and Chapter 11 in Part Two, each of which has a title "Workmen's Compensation Legislation in the United States and Territories."

In some cases the tables supplied are not legible and in a few cases there seems to have been careless proof reading. This, however, is a question of printing, rather than of the material, a minor defect which in no sense seriously weakens the general excellence of the book. The material, as a whole, is a very valuable addition to the sparse literature on insurance, and Mr. Blanchard is to be commended for making accessible in this field of insurance such an excellent, concise discussion of the subject.

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MERCHANDISING: WHOLESALE AND RETAIL

HOTCHKIN, W. R. *Making More Money in Storekeeping.* Pp. xix, 364. Price, \$3.00. New York: The Ronald Press Company, 1917.

This book lives up to the implication in its title: to help the storekeeper make more money. It is not a text on retail merchandising, but rather a series of inspirational editorials on nearly all phases of the business-getting side of modern storekeeping. The work is designed principally for the retail merchant and his employes, and it is especially helpful to the owners and employes of embryonic department stores. While not scientific in method, it is a book that would induce the retail merchant to make a scientific study of his business. It leads him to ask himself important questions about his business. For example: "Who doesn't buy in your store?" "What trade do you want?" "Do your people (meaning employes) believe in your store?" "What unprofitable departments can you kill?" Such questions are the titles of many chapters, the contents of which stimulate the merchant into an active desire for the solution of the problems the questions designate.

Although nearly all of the book is primarily inspirational both in material and in style of expression, there is a great deal of specifically instructive matter, especially in the parts on advertising and on the training of salespeople. In fact, throughout the book the author's long experience as advertising manager for John Wanamaker, New York, is evident in the wealth of concrete matter he presents.

The policies and methods advanced are all in accordance with the best of modern practice in retailing. The material, however, could have been stated more scientifically and in much smaller space, although that treatment would probably have robbed the book of its power to stimulate, which is its prime purpose.

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STATISTICS

COPELAND, MELVIN T. *Business Statistics.* Pp. xii, 696. Price, \$3.75. Cambridge: Harvard University Press, 1917.

Professor Copeland's volume is undoubtedly a step toward meeting a need which has long existed for some discussion of the application of statistical methods